



"The Advanced Services Group is very knowledgeable about Servitization and lifecycle management and has been helping our company a lot in understanding how to grow on this crucial topic."

Gilles Loubet
SPXFlow Inc
Global Service Director

Servitization Bootcamp: A training programme to help you accelerate business growth through service innovation

Innovative services help a business be distinctive in the customers' eyes, fuelling resilient economic growth and environmental performance. They can enable the market penetration of disruptive technologies, provide a pathway to exploit digital investments, increased revenues and offer protection against commoditisation.

Why choose this programme?

Innovative services can deliver business growth. We will show you how.

Services are now widely accepted as a vital pathway to economic growth and environmental sustainability, especially for businesses with a strong product platform on which to build. This is illustrated by the increasing popularity of Servitization, Subscription, Product-as-a-Service, Outcome-Based Services and many more.

Yet, many are unsure how to exploit this opportunity.

Our programme responds to this need. For you, it provides foundational education and training to understand the opportunity for service-led growth, how to conceptualise innovative business models, and how to deliver results in practice. For your business, it provides a platform to form a community of informed, committed and enthused teams that will drive business success.

Who is it for?

People who seek business growth based on product platforms, working individually and in teams.

This programme is for people keen to grow their business through innovative services. You might be an experienced senior executive leader within a large multinational or an entrepreneurial director of a smaller enterprise. Typically, individuals engaging with this programme are Vice Presidents, Directors or Heads of Sales, Services, Product Management, and Managers of Services, Strategy, Business Development, Projects, Programmes and Connected Services.

We don't expect you to know about service innovation and servitization. New to servitization? Learn the core concepts and what to expect on your business' journey. Already engaged? We'll help you take your servitization initiative to the next level.

This programme provides foundational training on delivering business growth through innovative services. The content has been designed around the widely acclaimed book ***Servitization Strategy*** and the ***Servitization Playbook (available in Italian)*** and blends insights from leading firms and state-of-the-art research.



Content and Learning Outcomes

What does it cover?

Services and Servitization, innovative business models and and successful implementation

Part 1: What is Servitization and why is it important.

We will introduce the key concepts of Servitization and Advanced Services and explain terms such as Subscription and Product-as-a-Service. We will examine the broader economic landscape, accelerating services growth and alternative competitive strategies. You will use a range of frameworks, such as the *Services Staircase* and *Servitization Route Planner* to apply the knowledge to your business context. You will also analyse case studies of successful firms such as Rolls-Royce, Goodyear and more. At the end of Part 1, you will have learned the importance of servitization and the initial steps to adopt it.

Part 2: How to create a business model for an innovative service.

We will dive into the role of business model innovation in service-led growth. You will learn to use the Service-led Business Model Blueprint to conceptualise, develop and envision an innovative service. We will reflect on different mechanisms of value capture and the capabilities required to deliver more complex services. You will understand the role of asset finance, developing channel partnerships and leveraging ecosystems to deliver services at scale. At the end of Part 2, you will have hypothesised a blueprint for your organisation based on a new innovative service.

Part 3: How to move forward with your services journey

We will help you with your servitization journey, reflecting on what to expect, what will help and what will hold you back. You will use the *Servitization Route Planner* to identify the next steps in your pathway to adopting Servitization. We will cover vital steps such as building a coalition that engages key stakeholders and creating a compelling argument for resources to scale. At the end of Part 3, you will know the precise next steps to implement the Servitization strategy for your organisation.

What does it give you?

A foundation in understanding, conceptualising and delivering business growth through innovative services.

By participating in this programme, you will develop the foundational principles and tools to deliver business growth through innovative services successfully. The programme will focus on three main outcomes:

1. Develop your understanding of service-led growth, competitive strategy, servitization and the benefits this can bring to your business.
2. Conceptualise an innovative service-led business model for your firm and evaluate areas of strength, weaknesses and further development.
3. Understand the route for the successful creation and delivery of innovative services in your business and key steps along this journey.

Who we are and resources to support you

Leading experts, cutting-edge tools and online resource library

You can expect to meet and be trained by the authors of the popular book – ***Servitization Strategy*** or some of our Servitization Experts. Our experts are coached by Prof. Tim Baines, an international leader in the research and adoption of Servitization and Advanced Services, and his co-authors, Prof. Ali Bigdeli and Dr Kawal Kapoor.

All participants will receive a copy of the book ***Servitization Strategy*** and its companion step-by-step guide the ***Servitization Playbook***, along with various mini-guides and case material. In addition, all participants will get access to a library of keynote speeches, webinars and tutorials for a period of 1 year.



Servitization Bootcamp: Summary

Servitization Bootcamp in Italy

Date: 21 January 2025 **Location:** FIRST Lab, via Lelio Torelli 2-4, Florence, Italy

We will be hosting a Servitization Bootcamp at the University of Florence, in collaboration with the ASAP Interuniversity Research Center on Servitization, in January 2025. The primary language of the course will be English, with some workshops conducted in both English and Italian.

Delivered locally and globally to fit your needs. Your programme is delivered in person. You can attend individually as part of an open programme and meet peers from other firms or attend as a team.

Designed to upskill individuals rapidly, this is an intensive one-day in-person workshop with multiple participating firms. Typically, we have 10 to 20 participants, with each firm having one to five members attending. The fee for the Bootcamp is €800 +VAT per person / €3,500 +VAT for a group of five.

THE
**ADVANCED
SERVICES
GROUP**



The Advanced Services Group, recognised experts in Servitization, provides a comprehensive solution to guide you efficiently. Our team of world-leading scholars and specialists provides not only access to the latest knowledge and insights, but also fosters a valuable network of peers. Through our curated courses, we empower manufacturers to minimise potential roadblocks and achieve a sustainable competitive advantage through the strategic implementation of Servitization.



ASAP is an Research Alliance by 4 Italian Universities (Bergamo, Brescia, Florence, and Eastern Piedmont). Since 2003, it has been a recognised community for research and teaching on the topic of servitization of manufacturing firms.+35 global companies of various sectors collaborate and support financially the ASAP research.

Attendance	In person. 1-5 members per organisation
Duration	1 Day
Class size	Minimum 10, maximum 20 participants
Price	€800 +VAT per person / €3,500 +VAT for a group of five
Timing	Fixed date.

To book the Servitization Bootcamp, please contact ask@advancedservicesgroup.co.uk

The Servitization Bootcamp in Italy: Your Facilitators



Tim Baines is the leading international scholar on servitization and advanced services. His latest book *Servitization Strategy* consolidates industrial research from the past decade. It has been titled 'the definitive guide to Servitization and Advanced Services' and is based on in-depth research with leading industrial firms, such as Tetra Pak, Rolls-Royce, Xerox and Goodyear Tire & Rubber Company. Tim leads the Advanced Services Group, an advisory firm focused on driving service-led business growth, backed by a world-leading, multi-university research centre of excellence.



Parikshit Naik, the Commercial Director of the Advanced Services Group, is a published author and expert in servitization. He excels in developing service-led business models and designing advanced services. He has supported numerous firms to think differently about their customers and to design attractive, customer-centric outcome-based services.



Mario Rapaccini is currently Professor of Innovation Management at the University of Florence (IT), and visiting professor at 'Aston Business School (Birmingham, UK). He is the Scientific Director of the ASAP Interuniversity Research Center, and his research is in the domain of digital servitization of manufacturing companies.



Federico Adrodegari is currently Researcher of the Department of Industrial and Mechanical Engineering at the University of Brescia. His research concerns Service Operations Management and Digital Servitization. On these topics, he authored numerous scientific publications. He is also vice-director of the ASAP Interuniversity Research Center.